

PART V

PROPOSAL EVALUATION

WASHINGTON STATE FERRIES

FOOD, BEVERAGE AND RETAIL SERVICE CONCESSION CONTRACTS

PROPOSAL EVALUATION

1 The following is a general description of the proposal evaluation process for Washington
2 State Ferries' (hereinafter called "WSF") proposed Food, Beverage and Retail Service
3 Concession Contracts (hereinafter called the "Contract" or "Contracts"). For specific details,
4 all proposers should refer to the Contract Provisions and Specifications sections of the
5 Request for Proposals ("RFP").
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8 **A. GENERAL** 9

10 WSF is utilizing an RFP solicitation process for this project, as authorized by RCW
11 47.56.03. Under such a process, the selection of the most advantageous proposal will
12 be based upon the evaluation factors specified in the RFP.
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14 WSF shall evaluate each proposal for: (i) responsiveness to the RFP, especially Part
15 7, Proposal Requirements; and (ii) presentation of the most advantageous Proposal
16 (See "Evaluation Factors" below).
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19 **B. EVALUATION FACTORS** 20

21 The Proposal Evaluation Factors to determine the most advantageous proposal are as
22 follows:
23

- 24 1. Background & Qualifications;
- 25 2. Concept Development;
- 26 3. Concession Fees and Business Analysis; and
- 27 4. Operations
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29 To ensure that a proposer do not emphasize any one component of its proposal to the
30 detriment of other components, WSF will not disclose the weighted values of the
31 Proposal Evaluation Factors prior to selection of the apparent successful proposer.
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2 **C. EVALUATION PROCESS**
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4 Proposal evaluation shall include: (i) an initial written evaluation to identify those
5 proposals which will be chosen as finalists; (ii) site visits of comparable operations,
6 as applicable; (iii) oral presentations to WSF; and (ii) a second, final written
7 evaluation to identify the most advantageous Proposal for each concession service
8 segment.
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10 A Summary of Evaluation Process is attached hereto and incorporated herein as
11 Exhibit A. WSF will evaluate the proposals in accordance with the Evaluation
12 Factors, Scoring Methodology and Evaluation Process specified herein.
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15 **D. SCORING METHODOLOGY**
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17 There are maximum points established for each evaluation category (and sub-
18 components thereof, if any). For each evaluation category, the evaluators assign
19 points, and the point assignments of all such evaluators are averaged to obtain the
20 final score. The details of the evaluation scoring process will be provided to
21 interested parties, upon request, after selection of the apparent successful proposer.
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24 **E. BASIS FOR AWARD**
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26 For each listed segment of concession service, WSF intends to award the segment
27 Contract to the responsive and responsible proposer who offers WSF the most
28 advantageous proposal for that segment. WSF shall identify the apparent successful
29 proposer based upon which proposal receives the highest score in the evaluation
30 process.
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33 **F. RFP PROCESS EXTENSION**
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35 WSF reserves the right, upon prior notice to all proposers, to request submittal of
36 second (i.e., revised) proposals in order to obtain competitive proposals that comply
37 with the RFP requirements.

(END)

EXHIBIT A

SUMMARY OF EVALUATION PROCESS

Exhibit A

SUMMARY OF EVALUATION PROCESS

1 The following is a Summary of the proposal evaluation process that Washington State Ferries
2 (hereinafter called "WSF") will utilize for the project Request For Proposals (RFP).
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5 **1. EVALUATION PROCEDURES**

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7 A Proposal Evaluation Panel and a Source Selection Official have been established
8 for each concession service segment under this RFP. The Evaluation Panel will
9 evaluate the proposals and the Source Selection Official will provide an independent
10 review of the Panel's recommendation (see Section 5 below).
11

12 The Panel members will be instructed that, until Contract award, information
13 concerning the proposals must not be disclosed to any person not directly involved in
14 the evaluation process. The proposal evaluations are held in strict confidence to
15 protect the competitive nature of the RFP.
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18 **2. INITIAL PROPOSAL EVALUATION**

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20 After the Proposal Due Date, the Proposal Evaluation Panel will evaluate the
21 proposals in accordance with the Proposal Evaluation Procedure in order to: (i) score
22 each proposal pursuant to the specified evaluation factors; and (ii) determine which
23 proposals will be selected as finalists for the second and final proposal evaluation.
24

25 In the event that WSF determines that information or documentation required under
26 this RFP has not been included in a proposal, WSF may request that the proposer
27 provide such information within a specified time frame. **A PROPOSER'S
28 FAILURE TO RESPOND TO WSF'S REQUEST MAY RESULT IN
29 AUTOMATIC DISQUALIFICATION OF THAT FIRM'S PROPOSAL
30 FROM FURTHER CONSIDERATION.**
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3. SELECTION OF FINALISTS

Following the first proposal evaluations, the Evaluation Panel will provide the Source Selection Official with a detailed report recommending a selection of finalist proposals for further consideration. The report will include: (i) a copy of the completed initial proposal evaluations; (ii) a narrative evaluation specifying the strengths and weaknesses of each proposal; and (iii) any reservations, qualifications or areas to be addressed that might affect inclusion in the group of finalists. The report also includes specific points and questions that are to be raised during discussions with the proposers.

The initial proposal evaluation will identify: (i) those proposals that are likely to be highly competitive in the final proposal evaluation. The proposals that meet such criteria will form the recommended group of finalist proposals. The group of finalist proposals is established either by accepting the recommendation of the Proposal Evaluation Panel or increasing/decreasing the membership after review by the Source Selection Official. Broad case-by-case discretion is exercised as to the extent and membership of the finalist proposals. The range may consist of any number of proposers, perhaps only one in appropriate cases. Typically, a moderate or larger number of members is preferred in order to maximize project competition.

After the initial proposal evaluation, WSF will formally notify all proposers as to their status, i.e., whether they are within the group of finalist proposals. Only those finalists proposals will be allowed to proceed in the RFP process

4. ORAL PRESENTATIONS

After the initial proposal evaluations, each finalist proposer will provide an oral presentation of its proposal to WSF. Following such presentation, the finalist proposers will have an opportunity to support, clarify, correct, improve or revise their proposals, all by a common cut-off date. WSF may send each proposer, in advance, a list of items to be addressed for the final proposal evaluation. Reference to the content of other proposals will be avoided during such process.

WSF comments, requests and recommendations regarding a specific proposal will be kept confidential during this proposal evaluation process. Modification of RFP content or other common information that is necessary or appropriate for all proposers will be issued by RFP Addenda.

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2 **5. SITE VISITS**
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4 WSF reserves the right to conduct optional site visits to a proposer's comparable
5 operations, as disclosed in a proposal. Such site visits may occur at any time during
6 the proposal evaluatiuon process following advance notification to the proposer.
7 WSF will be solely responsible for, and directly pay for, its travel and subsistence
8 costs, if any, in performing the site visits.
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11 **5. FINAL PROPOSAL EVALUATION**
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13 WSF will conduct a second, final proposal evaluation upon: (i) completion of the
14 first proposal evaluations; (ii) oral presentations by the finalist proposers; and (iii)
15 receipt of any requested supplemental information. The Evaluation Panel will
16 evaluate and score the proposals in accordance with the Proposal Evaluation
17 Procedure. After establishing an evaluation score for each proposal, the Evaluation
18 Panel will produce a final proposal evaluation report recommending either: (i)
19 selection of the proposal which is most advantageous to WSF, per concession service
20 segment, considering all of the evaluation factors set forth in the RFP; or (ii) rejection
21 of all proposals.
22

23 Additionally, in accordance with the RFP Proposal Evaluation document, the Panel
24 reserves the right to recommend submittal of second (i.e., revised) final proposals in
25 order to obtain competitive proposals that comply with the RFP requirements.
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28 **6. SELECTION**
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30 After reviewing the final proposal evaluation report, the Source Selection Official
31 may: (i) endorse the Panel's recommendation for selection or rejection, as provided
32 above; (ii) endorse the Panel's (optional) recommendation for submittal of revised
33 proposals; or (iii) request further review of the Panel's recommendation.
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35 WSF will select the apparent successful proposal, per concession service segment,
36 based upon the final evaluation scores. WSF may conduct a final discussion with
37 such proposer to "perfect" the proposal; Provided, such process shall be considered
38 "fine tuning", not substantive revision.

39
(END)